

Message Text

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PAGE 01 STOCKH 02876 081404Z
ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 USIA-15 /035 W
-----103899 082352Z /65

R 081301Z JUL 77
FM AMEMBASSY STOCKHOLM
TO USDOC WASHDC
INFO SECSTATE WASHDC 1022
AMEMBASSY PARIS

UNCLAS STOCKHOLM 2876

FOR: BIC/OIM/BCOHEN

E.O. 11652: N/A
TAGS: BEXP, SW
SUBJECT: PROMOTION CAMPAIGN FOR 1977 PARIS AIR SHOW JUNE 3-12

REF: PARIS 17400

1. THE FOLLOWING IS A SUMMARY OF OUR ACTIONS IN SUPPORT OF PROMOTION CAMPAIGN.
2. IN ACCORDANCE WITH INSTRUCTION CONTAINED IN STATE A-428 WE DISCUSSED WITH DIRECTOR OF MARKETING ACTIVITIES (DMA) ACTIVITIES POST SHOULD UNDERTAKE TO MAKE BEST USE OF THE AVAILABLE RESOURCES FOR PROMOTION IN SWEDEN. ULTIMATELY WE DECIDED THAT A JOINT NORDIC RECEPTION AT THE U.S. PAVILION WOULD ACHIEVE OPTIMAL RESULTS. THE POST UNDERTOOK TO COORDINATE OUR EFFORTS WITH THOSE OF THE OTHER NORDIC COUNTRIES.
3. WE DECIDED THAT A RECEPTION HELD AT THE RESIDENCE WOULD BE THE MOST EFFECTIVE MEANS TO PROMOTE SWEDISH ATTENDANCE RATHER THAN A SERIES OF PERSONAL CALLS. THE INVITATION LISTS DERIVED FROM PRIOR PARIS AIR SHOW ATTENDANCE PROVED TO BE OUT OF DATE. WE THEREFORE MADE

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UP OUR OWN LISTS FROM OUR FILES AND PROCEEDED TO INVITE APPROXIMATELY 250 SENIOR EXECUTIVES FROM SWEDEN'S LARGEST CORPORATIONS, CIVIL AND MILITARY AVIATION OFFICIALS, SWEDISH DEFENSE STAFF AND MILITARY PROCUREMENT AGENCY OFFICIALS TO THE CHARGE'S RECEPTION FOR DMA AND THE NORDIC RECEPTION AT OUR PAVILION.

4. THE CHARGE'S RECEPTION FOR DMA WAS ATTENDED BY SOME
40 HIGH RANKING EXECUTIVES IN THE CATEGORIES NOTED
IN PARA 3. IF IT HAD NOT BEEN FOR A CONFLICTING
SAS BOARD MEETING AND A PARTIAL STRIKE, WHICH PRO-
HIBITED CORPORATION EXECUTIVES FROM ATTENDING
FUNCTIONS RELATED TO THEIR EMPLOYMENT AFTER NORMAL
WORKING HOURS, THE ATTENDANCE WOULD HAVE BEEN MUCH
GREATER. WE WERE NEVERTHELESS ABLE TO TELEX ACCEPTANCES
TO THE NORDIC RECEPTION TOTALLING APPROXIMATELY 55.
PERRY

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 08-Jul-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977STOCKH02876
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770243-1107
Format: TEL
From: STOCKHOLM
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770775/aaaacnto.tel
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Litigation History:
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Message ID: 2f9b8a6e-c288-dd11-92da-001cc4696bcc
Office: ACTION EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
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Reference: 77 PARIS 17400
Retention: 0
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Review Release Date: n/a
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Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1916015
Secure: OPEN
Status: NATIVE
Subject: PROMOTION CAMPAIGN FOR 1977 PARIS AIR SHOW JUNE 3-12
TAGS: BEXP, SW
To: COM
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